

LACDMH PIO Premieres New Profiles Campaign

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The Los Angeles County Department of Mental Health (LACDMH) Public Information Office (PIO) has launched the new [Profiles of Hope](http://profilesofhopela.com/) series and corresponding public awareness campaign. The campaign features three ten-minute filmed interviews and several Public Service Announcements that have a dedicated website: <http://profilesofhopela.com/>, are currently being shown on the LA County Channel, will be featured in full page print ads in the LA Weekly and featured on billboards throughout the county over the next few months. The campaign will also feature a smart phone app which will debut on January 27, 2016.

Profiles of Hope is the award-winning film series, created by LACDMH PIO, that combats the stigma and discrimination associated with having symptoms of,

and/or a diagnosis of, a mental illness. Each ten-minute segment tells the story of uncommonly brave individuals sharing experiences of trauma, anxiety, depression and substance use in the struggle for wellness.

Profiles of Hope illustrates how individuals and families can overcome insurmountable barriers to live a healthy, successful life, and demonstrates how treatment and recovery can encourage others to be happier and more compassionate than ever thought possible. This year, we are happy to tell the story of:

- **Apl.de.ap**, co-founder of Grammy Award-winning pop/rap group the *Black Eyed Peas*, record producer and philanthropist
- **Suzanne Whang**, television host, actor, comedian, three-time breast cancer survivor
- **Michelle Enfield**, Navajo transgender activist and advocate.

The *Profiles of Hope* campaign kicked-off last week, as we partnered with KTLA at the “[Live On Green](#)” event in Pasadena from December 29-31, preceding the Rose Parade and Rose Bowl. LACDMH signage was featured and the *Profiles of Hope* videos were shown several times each day in the Spirit Pavilion. Additionally, commercials are airing now on KTLA.



In November, Michelle's Public Service Announcement received an award at [RNCI Red Nation Awards Show](#), held at the Crest Theatre in Westwood. The awards ceremony was to acknowledge the best American Indian and Indigenous contributions to film, television, comedy, music and the arts. Michelle accepted the award, and said, "I was under the impression that the award was mine, but this award goes to everyone who has touched this project. Thank you to everyone for participating and allowing me to shine the best I can, to help bring awareness to many of the human issues we have to contend with."